

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

Claims 1-15 (Canceled)

16. (Currently amended) A computer-readable medium containing instructions for a method of enabling display of a simulated facial image, wherein the method comprises:

facilitating display, on a display device, of a plurality of templates, wherein at least some of the templates ~~are representative of~~ depict a portion of a face consisting of less than the entire face, the portion of the face having a simulation of use of a beauty product other than a scalp hair coloring product;

enabling selection of at least one of the displayed templates; and

facilitating display, on the display device, of a simulated facial image having a substantially complete face, including at least one displayed facial portion having a simulation of use of a beauty product, wherein the displayed facial portion having a simulation of the simulated facial image corresponds to a facial portion of the at least one selected template, and wherein the simulation of the displayed facial portion corresponds to a simulation of the at least one selected template.

17. (Currently amended) A system comprising:

 a processor configured to perform a method of enabling display of a simulated facial image, wherein the method comprises:

 facilitating display, on a display device, of a plurality of templates, wherein at least some of the templates ~~are representative of~~ depict a portion of a face consisting of less than the entire face, the portion of the face having a simulation of use of a beauty product other than a scalp hair coloring product;

 enabling selection of at least one of the displayed templates; and

 facilitating display, on the display device, of a simulated facial image having a substantially complete face, including at least one displayed facial portion having a simulation of use of a beauty product, wherein the displayed facial portion having a simulation of the simulated facial image corresponds to a facial portion of the at least one selected template, and wherein the simulation of the displayed facial portion corresponds to a simulation of the at least one selected template.

Claims 18-21 (Canceled)